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Tuesday | July 7, 2015



## Special Olympics World Games Begin July 25 – Join Us

The World Cup Championship victory by the U.S. Women's National Soccer Team on Sunday was exciting and inspiring. It was especially moving because it took place the day after the celebration of the 239th anniversary of the Declaration of Independence and founding of our nation.

Eighteen days from now, our nation and the entire world will use another sporting event to celebrate the "Life, Liberty and Pursuit of Happiness" of millions of people in every corner of this earth who have special needs. Seven thousand athletes with intellectual disabilities and their coaches, families and friends from nearly 170 countries will travel to Los Angeles for the [2015 Special Olympics World Games](#). Each of these athletes will have his or her moment in the sun and a chance to celebrate the training and commitment that enabled them to represent their nation in the Games.

As a community, we have both the opportunity and the responsibility to recognize and support the Special Olympic athletes and visitors to our city through our attendance at the Games. You can begin by [purchasing tickets](#) for the Opening Ceremony on Saturday, July 25 at the Los Angeles Memorial Coliseum, the historic site for the Opening Ceremonies for the 1932 and 1984 Olympic Games. The Opening Ceremony is the only paid event during the entire nine days of the World Games. All of the competitions are free and businesses are encouraged to give your employees the opportunity to attend one or more of the events. At the Chamber, we are providing every employee with one paid day off to volunteer or attend the various competitions as "fans in the stands."

The Special Olympics World Games Organizing Committee and thousands of volunteers have worked several years to make these Games a very memorable event for the athletes and their coaches, family and friends. All we need now is YOU. There are still opportunities to donate, join Host City festivities and of course – attend and cheer on the athletes.

I guarantee that you will be inspired by these athletes. And like in 1932 and 1984, you will be proud of your city and region for the welcome mat that is being rolled out to the rest of the world. Join us at the Special Olympics World Games and share in that pride.

And that's *The Business Perspective*.



*The Business Perspective is a weekly column by Gary Toebben, President & CEO of the Los Angeles Area Chamber of Commerce, produced with the input of Public Policy staff.*



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